

Cole Evan Short

CONTACT INFORMATION	<p>Doctoral Candidate Department of Management Terry College of Business University of Georgia 630 S. Lumpkin St., Benson C238 Athens, GA 30602</p> <p><i>E-mail: cshort@uga.edu</i></p>
EDUCATION	<p>University of Georgia, Athens, Georgia</p> <p>Ph.D., Business Administration, May 2019 (expected) <i>Concentration:</i> Strategic Management <i>Dissertation:</i> Path Dependence in Organizational Impression Management <i>Committee:</i> Michael D. Pfarrer (Chair), Scott D. Graffin, John R. Busenbark</p> <p>Boston University, Boston, Massachusetts</p> <p>M.A., Economics, September 2015 <i>Electives:</i> Health Economics and Industrial Organization</p> <p>Baylor University, Waco, Texas</p> <p>B.A., International Studies (Intensive-track), December 2013 <i>Honors Scholar with Distinction & Baylor Interdisciplinary Core Scholar</i> <i>Completed senior thesis under direction of Professor William F. Cooper</i></p>
RESEARCH INTERESTS	<p>My research focuses on the areas of corporate governance, decision-making under uncertainty, and stakeholder management. I am particularly interested in understanding the role of information disclosure (e.g., impression management, stakeholder responsiveness) and how it impacts evaluations of the firm. To investigate this, I tend to adopt two approaches: The first investigates how managerial characteristics influence firm strategy, and the second explores how evaluator and situational characteristics shape the impact of these strategies.</p>
DISSERTATION	<p>Title: Path Dependence in Organizational Impression Management <i>Proposal defended on May 15, 2018</i></p> <p>Brief Description: By synthesizing arguments from anticipatory and reactive impression management, I propose and test a novel framework that treats a firm's impression management strategies as path-dependent. I test my theory in a unique sample of failed clinical trials and enrich these quantitative findings with executive interviews. This work highlights the complexities of stakeholder and innovation management in the pharmaceutical industry.</p>
JOURNAL ARTICLES	<p>○ Bundy, J., Pfarrer, M. D., Short, C. E., & Coombs, W. T. 2017. Crises and Crisis Management: Integration, Interpretation, and Research Development. <i>Journal of Management</i>, 43(6): 1661-1692.</p>
MANUSCRIPTS UNDER REVIEW	<p>○ Gamache, D. L., Neville, F. P., Bundy, J., & Short, C. E. CEO Regulatory Focus and Firm Stakeholder Strategy. <i>Strategic Management Journal</i>. (Revise-and-resubmit, 2nd round)</p>

WORKING
PAPERS

- Short, C. E., & Pfarrer, M. D. Anticipatory and Reactive Impression Management. Target: *Academy of Management Review* (Preparing submission)
- Graffin, S. D., Quigley, T. J., Hubbard, T. D., & Short, C. E. Evaluations of CEO Quality. Target: *Administrative Science Quarterly* (Preparing submission)
- Campbell, R. J., Graffin, S. D., & Short, C. E. CEO Sense of Humor and Analysts Recommendations. Target: *Organization Science* (Preparing submission)
- Hubbard, T. D., & Short, C. E. An Upper Echelons Perspective on Signaling Theory. Target: *Academy of Management Review* (Writing stage)

CONFERENCE
PRESENTATIONS

- Short, C. E., & Pfarrer, M. D. Path Dependence in Organizational Impression Management. Presented at the Strategic Management Society Annual Conference, Paris, France, 2018.
★ *Nominated for Overall Conference Best Paper Award*
- Short, C. E. When Clinical Trials Fail: Managing Drug Development in the Pharmaceutical Industry. Presented at the Oxford University Centre for Corporate Reputation Annual Symposium, Oxford, UK, 2018.
- Short, C. E. Symposium Presentation. Firm Performance and Executive Succession. Presented at the Annual Meeting of the Academy of Management, Chicago, IL, 2018.
- Short, C. E. A Path Makes a Road: Path Dependence in Organizational Impression Management. Presented at the Annual Meeting of the Academy of Management, Chicago, IL, 2018.
- Short, C. E., Hubbard, T. D., Quigley, T. J., & Graffin, S. D. Who Gets It Right and When? Internal and External Evaluations of CEO Quality. Presented at the Strategic Management Society Annual Conference, Houston, TX, 2017.
- Short, C. E., & Pfarrer, M. D. Symposium Presentation. AIM and Reactive Impression Management. Presented at the Annual Meeting of the Academy of Management, Atlanta, GA, 2017.
- Lee, E., Oliver, A., & Short, C. E. Organizer for panel symposium. AIMing to Impress: Anticipatory Impression Management and the Organization. Presented at the Annual Meeting of the Academy of Management, Atlanta, GA, 2017.
- Gamache, D. L., Neville, F. P., Bundy, J., & Short, C. E. [CEO Regulatory Focus and Firm Stakeholder Strategy](#). Presented at the Annual Meeting of the Academy of Management, Atlanta, GA, 2017.
- Neville, F. P., Gamache, D. L., Bundy, J., & Short, C. E. CEO Regulatory Focus, Shareholder Activism, and Corporate Social Performance. Presented at the Strategic Management Society Annual Conference, Berlin, Germany, 2016.
★ *Best Paper Award: SMS Strategic Leadership & Governance Interest Group*
★ *Nominated for Overall Conference Best Paper Award*
- Campbell, R. J., Graffin, S. D., & Short, C. E. [Just Playing Around? The Effects of CEO Sense of Humor on Financial Analysts](#). Presented at the Annual Meeting of the Academy of Management, Anaheim, CA, 2016.

INVITED TALKS	<ul style="list-style-type: none"> ◦ Elston, T. W., & Short, C. E. Neuroplasticity in Wine: How Tasting Experience Influences Future Consumption. Invited to present at the 9th Annual Conference of the American Association of Wine Economists AAWE, Mendoza, Argentina, 2015. 	
HONORS	<ul style="list-style-type: none"> ◦ Overall Conference Best Paper Award (Nominated) <i>Strategic Management Society</i> ◦ Outstanding Reviewer Award <i>Strategic Management Society, Stakeholder Strategy Interest Group</i> ◦ Outstanding Reviewer Award <i>Academy of Management, Business Policy and Strategy Division</i> ◦ Best Paper Award <i>Strategic Management Society, Strategic Leadership & Governance</i> ◦ Political Science Research Grant <i>Charles Koch Foundation</i> ◦ Academic Travel Grant (54th Annual Naval Academy Conference) <i>Baylor University</i> ◦ Outstanding Delegate in Economic Affairs <i>National Council on U.S.-Arab Relations, Southwestern Division</i> ◦ Sigma Iota Rho Scholar, International Studies Honors Society <i>Baylor University</i> ◦ President's Gold Merit Scholarship <i>Baylor University</i> ◦ Bill Merritt Memorial Scholarship <i>Rotary International, San Diego</i> 	<p>2018</p> <p>2018</p> <p>2017</p> <p>2016</p> <p>2014</p> <p>2014</p> <p>2013</p> <p>2013</p> <p>2010</p> <p>2010</p>
TEACHING EXPERIENCE	<p>Instructor of Record (<i>University of Georgia</i>)</p> <ul style="list-style-type: none"> ◦ MGMT 5560: International Strategic Management ◦ 39 students. Instructor Rating: 4.93/5.00 <p>Graduate Teaching Assistant (<i>University of Georgia</i>)</p> <ul style="list-style-type: none"> ◦ MGMT 3000: Principles of Management <p>Graduate Teaching Assistant (<i>Boston University</i>)</p> <ul style="list-style-type: none"> ◦ SI 471: International Entrepreneurship <p>Teaching Assistant (<i>Baylor University</i>)</p> <ul style="list-style-type: none"> ◦ BIC 2340: Sociology, Honors Section ◦ BIC 1314: Cultural Studies, Honors Section 	<p>Fall 2017</p> <p>Fall 2015-Spring 2016</p> <p>Spring 2015</p> <p>Spring & Fall 2013</p>
PROFESSIONAL ACTIVITIES	<ul style="list-style-type: none"> ◦ <i>Affiliations:</i> AOM, SMS, YPO Next Generation, Explorers Club ◦ <i>Blog Contributions:</i> Administrative Science Quarterly ◦ <i>Conference Activities:</i> OMT & SIM Doctoral Consortia, Oxford Reputation Symposium ◦ <i>Reviewing:</i> AOM (multiple divisions), SMS, AOM Big Data Conference 	

PROFESSIONAL EXPERIENCE	Global JSI, Single Family Office , San Diego, CA <i>Principal</i>	2015-2018
	Baylor University , Waco, TX <i>Graduate Research Assistant (Political Science)</i> <i>Graduate Research Assistant (Finance)</i>	2013-2014
	BioAtla, LLC. , San Diego, CA & Beijing, China <i>Human Resources & Intellectual Property Associate (Internship)</i>	2011-2013
VOLUNTEER ACTIVITIES	International Student Life , Athens, GA <i>International Student Mentor</i>	2016-Present
	Bellmead Fire Department , Bellmead, TX <i>Firefighter & Emergency Medical Technician</i> ◦ <i>Service pin for response to West, TX fertilizer plant explosion</i>	2012-2014
	Center for Global Engagement , Waco, TX <i>International Student Mentor & Language Instructor</i>	2010-2014
OTHER SKILLS	Certifications: ◦ Nationally Certified Emergency Medical Technician (NREMT) ◦ American Heart Association (AHA) BLS and ECC Certified ◦ State Certified Structural Firefighter (SFFMA) ◦ English as a Second Language (ESL) Instructor	2014-Present 2014-Present 2012-2014
	Computer & Language Skillset: ◦ STATA, R, Mplus, HTML, T _E X ◦ Spanish (high proficiency), Japanese (working knowledge)	
	International Education: ◦ Exchange program in Mendoza, Argentina (La Universidad Nacional de Cuyo) ◦ Study abroad in Lampang, Thailand (Yonok University)	
REFERENCES	Michael D. Pfarrer, Ph.D. (mpfarrer@uga.edu) ◦ Professor of Management, University of Georgia ◦ Terry College of Business, Athens, GA 30602	
	Scott D. Graffin, Ph.D. (sgraffin@uga.edu) ◦ Professor of Management, University of Georgia ◦ Terry College of Business, Athens, GA 30602	
	John R. Busenbark, Ph.D. (john.busenbark@uga.edu) ◦ Assistant Professor of Management, University of Georgia ◦ Terry College of Business, Athens, GA 30602	
	Jonathan Bundy, Ph.D. (jonathan.bundy@asu.edu) ◦ Assistant Professor of Management, Arizona State University ◦ W. P. Carey School of Business, Tempe, AZ 85287	